

Generation AI



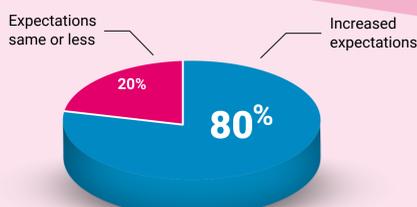
What impact will Artificial Intelligence have on the lives of 'Generation Alpha'?

A study of Millennial parents of Generation Alpha kids

Children of Millennials, born beginning the year iPads® launched in 2010 through 2025, are emerging as Generation Alpha, the most tech-infused demographic growing up interacting with Artificial Intelligence (AI) technologies that learn and think in more human ways.

Set to Outsmart Mom and Dad ...

Thanks to AI, apps and toys understand and respond to human language -- they can even teach babies how to count. It's no wonder a majority of Millennial parents (80 percent) say AI technology increases their expectations that their Generation Alpha babies will learn faster and more than they did, while for 20 percent, expectations are the same or less.

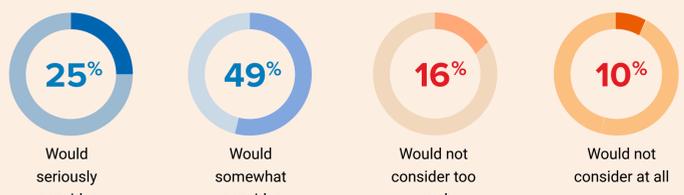


... And Keep Generation Alpha Smarter

Over the next 15 years, intelligent AI tutors will enable more personalized learning. Software may give math problem hints or correct vocabulary word pronunciations.



Three quarters (74 percent) of Millennial parents would consider an AI-powered tutor for their child.

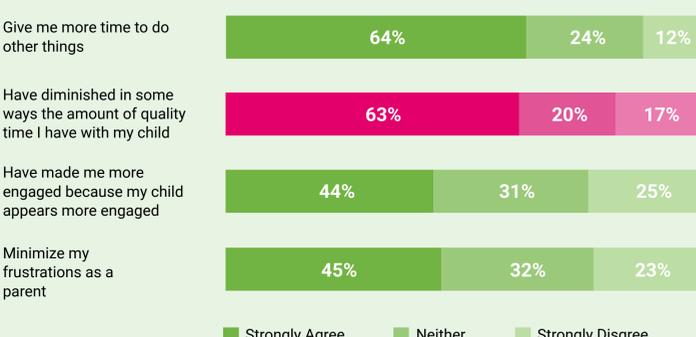


AI Minimizes Parental Frustrations

To keep Gen Alpha kids engaged, Millennial parents are using apps, interactive screens and artificial intelligence-powered devices that 44 percent say also increases their own focus as parents, as a result.



Regarding the benefits of AI and these technologies, Millennial parents say they:

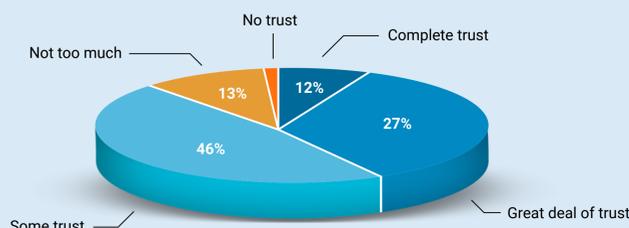


The AI Doctor is In

AI is using data and machine learning to predict diseases, diagnose and treat illnesses and is expected to be even more developed in the next decade.

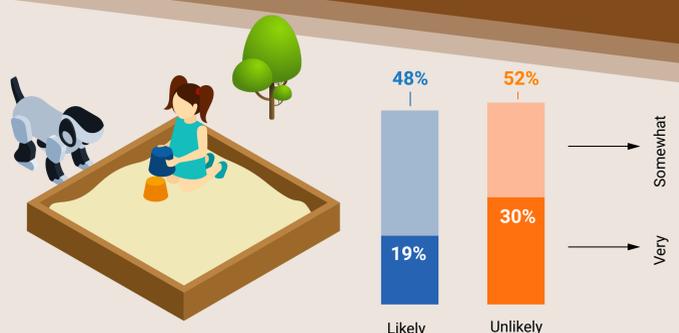


Two in five Millennial parents of Generation Alpha kids (39 percent) have either complete or a great deal of trust in AI to help diagnose and treat their children. Almost half (46 percent) have some trust.



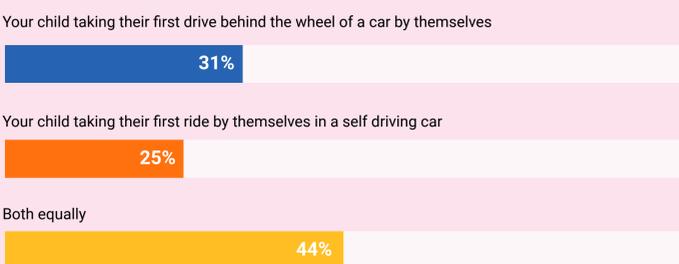
AI Pets May Put Fido in the Doghouse ...

AI is powering pet robots that can identify, greet, obey and entertain the family. So nearly half (48 percent) of Millennial parents of Generation Alpha kids say they'd be likely to get a robot pet instead of a real pet if their child asked for one.



Parents Less Worried if AI is Behind the Wheel ...

Millennial parents of Generation Alpha kids are slightly more nervous about their child driving for the first time alone (31 percent) than their child riding in a self-driving car alone for the first time (25 percent). However, 44 percent of parents are equally worried about both scenarios.



... While AI Nanny Joins Some Families

AI is giving life to walking and talking robots that are becoming more adept at human behavior.



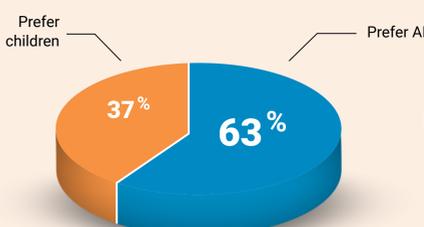
How likely are Millennial parents of Generation Alpha kids to supplement or replace a human nanny with a stay-at-home-robot-nanny to help take care of their children?



And Taking Care of Them as They Age

Experts say AI will power smart devices in the home that support physical, emotional, social and mental health, from monitoring and assistive devices like intelligent walkers to robot-assisted dressing.

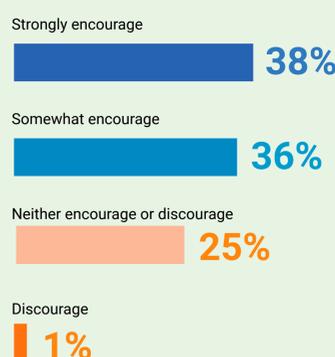
About two-thirds of Millennial parents (63 percent) would rather have AI help them live independently in their golden years, while just 37 percent prefer to rely on their own children.



Tech in Life = Tech Career

Many experts believe that engineering is driving a myriad of world-changing activities, from space exploration, drones and computer science, to health, medicine and biology; and from vehicle technology to consumer electronics, to name just a few.

About three-quarters of Millennial parents of Generation Alpha kids (74 percent) say they will encourage their child at least somewhat to consider studying and pursuing a career in engineering (including 38 percent who will strongly encourage them) given the world-changing activities in that field.



"Generation AI: A Study of Millennial Parents of Generation Alpha Kids" surveyed 600 parents, ages 20 - 36 years-old, with at least one child seven years old or under. The surveys were conducted June 13-15, 2017.

